We claim:

1. A method of rewarding or building customer loyalty in which a) a company (*or* a stock issuing business entity) grants its customers with set amount of stock options (*or* stocks); b) the initial stock option (*or* stocks) offering quantity for each customer will be based on each customer's revenue generating potential or any other method or combination of methods as dictated by said company or said business entity; c) said company (*or* said business entity) will record each customer's revenue contribution to the company (*or* said business entity) during each reporting cycle (quarterly, semi-annually, or annually); d) each customer will be granted additional stock options (*or* stocks) based on his/her/its revenue contribution to said company (*or* said business entity); e) reward ratio affects the amount of stock options (*or* stocks) a customer will receive; f) the more contribution a customer gives, the more stock options (*or* stocks) he/she/it receives; g) overtime, those customers made momentous contributions to the revenue will become significant shareholders of said company (*or* said business entity); h) said company (*or* business entity) will be able to reward and retain valuable customers while growing itself at the same time; i) there is a first mover advantage in adopting stock incentive plans for customers; j) said method contains a holding period determined by the said company (*or* said business entity) so that customers will not be able to sell the company stocks in order to stabilize stock prices and to avoid customers making frequent switches to other companies.

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2. A method as in claim 1 wherein said stock incentive plan (*or* stock rewarding plan) is for *publicly traded companies*.

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3. A method as in claim 1 wherein said stock incentive plan (*or* stock rewarding plan) is for *privately held companies*.

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4. A method as in claim 1 wherein said companies (*or* business entities) are *online companies*.

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5. A method as in claim 1 wherein said companies (*or* business entities) are *traditional offline companies*.